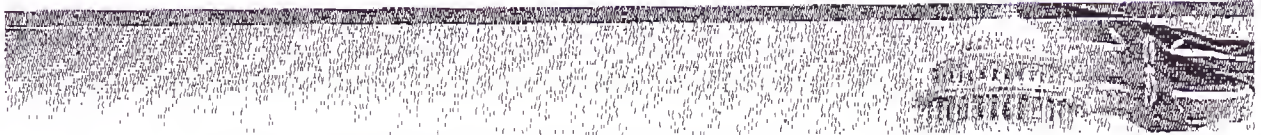


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Kenya launches Obama-style text messaging campaign

December 7, 2009

Kenya plans to enlist the services of leading mobile phone companies in an ambitious campaign to market the East African Community Common Market.

In an Obama-inspired campaign -- where technology and new media played a major role in galvanizing public support -- the country plans to educate all 17 million Kenyans who own mobile phones on how they stand to benefit from the Common Market, whose protocol was signed a month ago. The EAC is an intergovernmental partnership between the governments of Kenya, Uganda, Tanzania, Rwanda, and Burundi.

The campaign messages will be distributed mainly through short texts, but it will include a radio component to educate rural areas. It will also target specific groups that stand to benefit most from the Common Market. These groups include large firms with cross-border operations, institutions of higher learning, labor unions, federation of employers, bankers association and teachers unions.

Under the Common Market, citizens of the East African Community partner states will be able to move freely across the region's borders.

Companies that choose to set up operations in one or more EAC member states will be treated equally with local ones; those who wish to work in another partner state will compete for jobs with local companies on equal terms; and those who choose to permanently live in another EAC country will not be treated as foreigners.

Communicating through cell phones will allow the Kenyan government to quickly and efficiently reach its citizens, answering questions as simple as "what is the Common Market."

"They [mobile phones] are a powerful means of communication," said EAC Secretary David Nalo.

To read the entire article, click [here](#).

For more information, please contact Ben Breit at (202) 777-3514 or bbreit@clisdc.com.

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